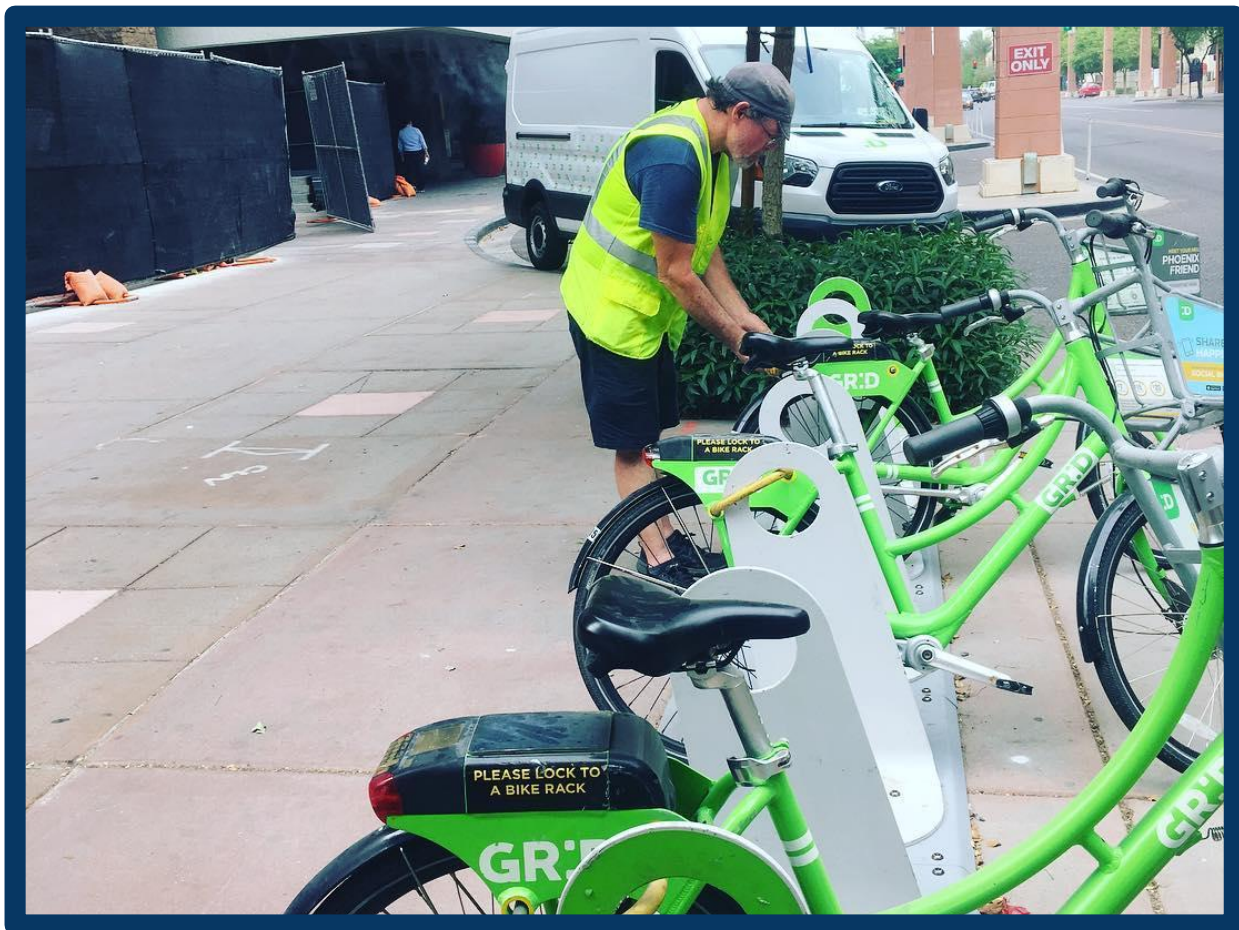




BIKE SHARE

June 1 - June 30 2019 Report Tempe



GRID Bike Share is Operated By:



Table of Contents

System Snapshot	3
Membership	4
Trips	4
Station Performance	6
Environmental Impact	8
Maintenance & Rebalancing Operations	9
Customer Service Reporting	11
Financial Summary	12
Marketing Summary	13
Weather	14

System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	737	N/A
Trips		
Total Trips	3,116	660
Trips Per Day (average)	104	22
Utilization Rate (trips per bike per day)	.14	.07
Active Members		
Total Membership	33,081	N/A
Monthly/Yearly Plans	665	N/A
Pay-As-You-Go & 7 Day Plan	32,416	N/A
Revenue		
Total Revenue	\$9,468	\$1,832.66
Maintenance/Customer Service Activity		
Total CS Cases Created	105	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

New/Total Active Members (Full System)

Table 2

Membership Type	New Sign Ups	Total Active Members
Student	3	170
Monthly	13	237
Annual	1	148
Other	4	110
Pay As You Go	414	32,317
7 Day Pass	88	99
TOTAL	523	33,081

Trips

Cumulative Trips Per Day of the Week
June 2019 (Tempe Only)

Table 3

M	T	W	Th	F	Sa	Su
100	82	83	104	84	94	113

Trip Initiation Method (Tempe Only)

Table 4

Mobile	130
Keypad (manually entered)	518
Keypad RFID Card	9
Website	3

Table 5

	June (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	3,116	35,605	660	13,908
Total Miles Ridden	4,921	58,157	1,371	23,497
Avg Trip Distance	1.8	1.8	2.1	1.8
Avg Trip Time	21:57	21:40	26:23	24:44
Avg Weekday Trips	108	219	23	78
Avg Weekend Day Trips	95	230	21	71
Holds	173	2,217	N/A	N/A
Ended out of Hub	762	12,215	160	6,560
Ended out of System Area	16	243	1	95

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Trip Stats by Member Type (Full System)

Table 6

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,269	41%	14,058	39%
7 Day Pass	428	14%	2,628	12%
Annual	237	8%	1,938	5%
Monthly	443	14%	4,427	25%
Student	517	17%	8,743	11%
Other	222	7%	3,811	7%
TOTAL	3,116		35,605	

Trip Stats by Member Type (Tempe Only)

Table 7

Member Type	June Trips	%	Trips YTD	% YTD
Pay-as-you-go	401	61%	5,812	42%
7 Day Pass	52	8%	812	6%
Annual	12	2%	170	1%
Monthly	55	8%	838	6%
Student	137	21%	5,564	40%
Other	3	0%	712	5%
TOTAL	660		13,908	

Friday, June 7th was the highest day for regional ridership with a total of 168 trips taken. For trips originating in the Tempe service area, Monday, June 3rd was the top day for ridership with 48 trips taken.

Station Performance

Regional Station Performance

Table 8

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St	322	M105 Robson / 1st St (i.d.e.a. Museum)	0
P123 5th Ave / Fillmore St	244	M109 Main St / Horne	0
P129 5th St / Roosevelt St	190	M112 6th St / Mesa Dr	0
P109 Adams St / 1st Ave	179	M119 5th St. and Hibbert (Escobedo Park)	0
P127 Central Ave / Roosevelt St	172	M120 8th St. and Mesa Dr. (Porter Park)	0
P125 Pierce and 1st	161	M121 2nd Ave. and Center	0
P132 10th St / Roosevelt St	145	M122 462 N. Drew St. (Drew Community Park)	0
P124 3rd St / Taylor St	141	M123 1st Place and Date St.	0
T14 College Ave / University Dr	131	T23 Escalante Center	0
T17 Tempe Beach Park	129	T31 6th St / Mill Ave	0

Tempe Station Performance

Trips started and ended at each station in the Tempe service area

Table 9

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T14 College Ave / University Dr	15	63	68	131	0	0.78
T17 Tempe Beach Park	25	68	61	129	0	0
T20 Tempe Center for the Arts	10	49	52	101	0	0
T01 5th St / Forest Ave	20	27	44	71	0	0
T29 Tempe Town Lake Marina	9	32	39	71	0.02	0
T18 Neil Giuliano Park	15	30	36	66	0	0
T03 Rural Rd / Terrace Rd	11	30	17	47	0	0.07
T09 Washington St / Center Pkwy	9	19	21	40	0	0
T26 ASU Memorial Union	25	15	20	35	0	0
T25 University Dr. / ASU Student Housing	23	16	18	34	0	0
T16 Apache Blvd / Rural Rd	15	15	17	32	0	0
T11 University Dr / Mill Ave	20	17	14	31	0	0
T28 Rio Salado Pkwy / Mill Ave	10	17	14	31	0	0
T27 McAllister Ave / Apache Blvd	25	14	13	27	0	0
T02 3rd St / Mill Ave	9	14	11	25	0	0
T04 Apache Blvd / Dorsey Ln	10	13	12	25	0	0
T05 McClintock Dr / Apache Blvd	15	14	8	22	0	16.72
T24 Westside Center	10	6	15	21	0	0
T19 Kiwanis Park	15	10	9	19	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	6	11	17	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	7	8	15	0	0
T30 Evelyn Hallman Park	8	7	7	14	0	0
T10 Washington St / Priest Dr	10	6	6	12	0	0
T13 College Ave / Apache Blvd	15	4	8	12	0	0
T15 8th St / Dorsey Ln	10	3	6	9	0	0
T22 Baseline Rd / Priest Dr	10	2	7	9	0	0

ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	6	8	0	8	65.7	0
T12 Rural Rd / Southern Ave	10	3	3	6	0	0
T07 Smith-Martin / Apache Blvd	10	2	3	5	0	0
T08 Apache Blvd / Price Rd	10	2	3	5	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	3	1	4	87.23	0
T32 North Tempe Multigen Center	10	1	1	2	0	0
T23 Escalante Center	10	0	0	0	0	0
T31 6th St / Mill Ave	15	0	0	0	100	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	6	0	0	0	100	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	0	0	0	100	0

Out of Station Lock-Ups in Tempe

Of the 660 trips started in the Tempe system area in June, 160 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, The Yard at Farmers Arts District, Tempe Marketplace Shopping Center, Tempe Town Lake, Tempe Beach Park and the Centerpoint on Mill complex.

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	196,842	2,332,498	54,823	939,886
Carbon Offset	4,331 lbs	51,294 lbs	1,206 lbs	20,677 lbs

*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO₂ per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

System-Wide Operations Data

Table 11

	System Wide	Tempe
Average number of bikes in service each day	737	N/A
Bikes inspected in field	359	86
Bicycles repaired	44	12
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	3	0
Graffiti Cleaned	0	0

Staff recovered 3 bikes that temporarily went missing during the month.

Reported Repairs/Issues (Full System)

Table 12

	Type of Issue	June	YTD
1	Other	185	1,273
2	Seat	6	45
3	Shifting/Pedaling	9	59
4	Lock	14	201
5	Keypad	27	342
6	Brakes	1	26
7	Flat Tire	26	163
8	Lighting	1	40
9	Frame	3	19
	Total	272	2,168

Compared to the previous month there was a .29% decrease in repairs/issues reported by users via the bikes on-board keypad. In June, 8.7% of all trips resulted in a user submitted repair request.

Customer Service Reporting

The top customer service contact category for the GRID system in June was Member Inquiries.

Table 13

Reason For Contact	June Created Cases (Full System)	YTD
Member Inquiries	27	230
Billing	7	128
Account Management	24	104
Bike Issue	14	130
Charges	9	143
General Education	10	99
Operations	12	66
Sign Up	1	26
Hub Request	0	9
Partnerships	1	17
New Program Request	0	1
Total CS Cases Created	105	953

Customer Service Responsiveness (Full System)

Table 14

Time of call/email request	
Avg time to answer	52 sec
Avg duration of call	4 min 42 sec

Agreed Service Levels for Operations within the Tempe System Area

Table 15

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues may resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

In June, the average revenue for the full system was \$12.85 per bike and \$3.04 per trip.

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	\$3,579.00	20%	N/A
Ride Fees	\$5,027.62	28%	\$1,597.66
Out of Hub Fees	\$1,602.00	9%	\$304.00
Out of System Area Fees	\$20.00	0%	N/A
Rider Bonuses Given	-\$761.00	-4%	-\$69.0
Ad Revenue	\$8,500.00	47%	
TOTAL	\$17,967.62		\$1,832.66

Data has not been audited and is only to be used as an approximation of Gross Revenue

*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out of system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.

Marketing Summary

Social Media

Table 17

Social Media Outlet	Followers	Impressions
Facebook	2,727	311
Twitter	1,552	6,100
Instagram	980	1,522

Events

Table 18

No events to report this month

Weather

Table 19 (Source: www.wunderground.com)

June	Full Sys.	high	low	avg	Precip. sum
1	115	111	50	97	0
2	144	110	53	95	0
3	155	112	51	98	0
4	116	113	49	98	0
5	142	112	55	101	0
6	153	110	58	101	0
7	168	115	56	100	0
8	120	115	55	99	0
9	78	114	54	105	0
10	85	111	55	107	0
11	86	114	55	108	0
12	93	112	59	110	0
13	122	114	59	108	0
14	105	115	56	104	0
15	49	115	54	103	0
16	62	115	54	104	0
17	90	114	54	103	0
18	101	115	54	102	0
19	93	115	61	103	0
20	93	104	90	104	0
21	97	103	90	103	0
22	108	99	88	99	0
23	109	100	88	100	0
24	87	103	89	103	0
25	102	120	92	104	0
26	77	122	95	110	0
27	105	104	99	111	0
28	98	110	100	110	0
29	92	111	86	99	0
30	71	110	89	100	0